

There are 100's of reasons why our sales keep going up

In 1972, 100mm cigarettes
amounted to 21.9% of
total industry sales.

Philip Morris is not only the
fastest growing company in
the industry but also the largest
and fastest growing company in
the 100mm category. Every one of
our 100mm brands had sales
gains again last year.

- Marlboro 100's were up 17.1%
in soft pack, 20% in the
Flip-Top® box.
- Benson & Hedges was up
9.6% in regular, 19.6% in menthol.
- Virginia Slims gained 9.4%
regular, 16.6% menthol.
- Parliament 100's increased 16.1%.



If your
machines
are out of our
100mm brands,
your customers won't like it.
And neither will you.

Philip Morris USA

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